$2.00 Off! a Carton or 4 Packs.

MANUFACTURER'S COUPON | EXPIRES 5/31/87

VOID

9999999999999999

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ON THE ROAD TO FLAVOR

MERIT

AWARDS

Call 1-800-884-5777 with inquiries about your order.

Buy 1 pack of Merit and get 1 FREE!

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The Merit Awards Collection!

Merit Fleece Pullover 150

Soft, cozy microfleece weight crew pullover. Quick-dry, durable and pill-resistant. Machine washable. Navy with contrasting gray and white embroidered crest. Specify S, M, L or XL. Imported.

Merit Field Watch 125

Stainless steel. Quartz movement. Luminous hands/numbers. Date window. Leather strap. Water resistant. Boxed. Specify men's or women's. Specify color: Natural Brown, Black or Navy.

Merit Wind-Resistant Lighter 40

Durable reinforced nylon with poly gauge nylon for more durability. Quick-zip pockets and elasticized hanging tab at hem. Storm splasher. Zip-down ventilation. Jet Black color.

Merit Harvard Big Shirt 150

Soft, oversized cotton/poly blend. Classic Harvard crest. Long sleeves. Ribbed cuffs, pocket, back yoke, straight bottom shirttail. Double-lined, reinforced buttons. Navy. Merit Blue. Unisex. S, M, L, XL.

Merit Stainless Thermal Bottle 120

Double-wall construction keeps beverages hot or cold for hours. Holds 1 quart. Stainless steel. Re-sealable, spill-proof lever. Do not use top. Imported. 11 oz.

Merit Stainless Travel Mug 70

Double-wall construction keeps your beverage hot or cold for hours. Holds 16 oz. Stainless steel. Re-sealable, spill-proof lever. Do not use top. Imported. 11 oz.

Merit Insulated Tote Gloves 30

Protective cushioning per design. Runs true to size and capacity. Nylon/cotton blend. Functional threads for get 'em 4 more at.

Merit Sunglasses 80

High quality, scratch-resistant glass. 100% UV protection. Comfortable and durable high-quality frames. Metal hinges/temples. Case included.

Merit Halifax Lamp 150

Vintage design. Brass-plated finish. Amber glass. When shade cracks replace with new shade. Uses "Heavy 13" bulb or "Halo for screw-base fluorescent. 6'8" high cord.

Jeep® Boombox 450

AM/FM/CD/cassette player/recorder. Wheel-mounted. Detachable speakers. Handle. 4 CD/cassette packets each. Analog dial tuner. 3-Way AC/DC operation or 6 "D" batteries (not included).

Merit Aircell 350

Water-resistant 100% nylon shell. Zippered front pocket. Adjustable shoulder straps and hem. Detachable hood. Navy and Silver. Unisex. S, M, L, XL.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

5 mg "tar," 0.4 mg nicotine av. per cigarette by FTC method

Directions

Clear your ballot of any previous entries. Use only one ballot per envelope. In order to win you must be 18 years old. Print all requested information clearly. Incomplete, illegible or incorrectly filled out entries, or entries received after the deadline, will be disqualified.

ORDER IN 3 EASY STEPS.

1. Mail in your completed order form. Please include registration card from a pack or carton order possible to win! Remember, the more you enter, the more you can win!

2. Include appropriate number of Merit Awards UPCs from Merit packs, cartons or Merit Awards Catalog. Check or money order payable to Merit Awards.

3. Mail in your completed order to: Merit Awards, P.O. Box 6204, Dover, Delaware 19903-6204. Allow approximately 6 weeks for delivery.

Pick up your Merit Awards here!

Please select your Merit Awards – or a long-lasting Merit pack and receive 2 UPCs. Limited UPCs are included, and each is worth value. Do not mail cash. Mail in a sealed envelope to: Merit Awards, P.O. Box 6204, Dover, Delaware 19903-6204. Offer expires and orders must be received by 8/31/87.

Please make your address corrections below:

Mr.☐ Mrs.☐ Ms.☐

Address _____ Apt. # _____

City _____ State _____ ZIP _____

Phone ( ) _____ Regular brand smoked _____

LIMIT: 3 OF EACH ITEM (REGARDLESS OF SIZE OR STYLE) WITH A MAXIMUM OF 12 TOTAL ITEMS FOR DURATION OF THE PROMOTION.

9999999999999999
Sample A. Sample
123 Main Street
Anytown, US 12345-1234

Item	Quantity	Pack UPCs Required Per Item	Total Pack UPCs
4-Way Bag	x	175 =	
Wind-Resistant Lighter	x	40 =	
Jeep® Boombox	x	450 =	
Aircell (S, M, L, XL)*	x	350 =	
Merit Sunglasses	x	75 =	
Stainless Thermal Bottle	x	120 =	
Harvard Big Shirt (S, M, L, XL)*	x	150 =	
Field Watch (Wo, or Men's)*	x	125 =	
Fleece Pullover (S, M, L, XL)*	x	150 =	
Halifax Lamp	x	150 =	
Sunglasses	x	80 =	
Insul Tec Glooves (set of four)	x	30 =	
Stainless Travel Mug	x	70 =	
		TOTAL	

*Circle size/style/color on order form.

By participating in this offer and signing below, I certify I am a minimum 21 years of age or older, and I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable federal and state laws.

Signature X _____ Date of Birth _____ Today's Date _____

Offer limited to residents 21 years of age or older. Copies of order form will not be accepted. Offer good only in the U.S.A. Offer void in Vermont and where otherwise prohibited by law. Void where taxed or restricted by law. Offer subject to all federal, state and local laws and regulations. Subject to cancellation without notice. Offer subject to terms and conditions of Philip Morris and its advertising agencies. Postage may be required for delivery of certain items. Please check with your post office to ensure you're afforded proper postage. Please allow 6-8 weeks for delivery. Limit one order per household.

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Turn here to enter the Merit Awards Sweepstakes!

Here's your chance to win the entire Merit Awards collection. All you have to do is fill out this survey. GO, GO, GO! Fold, seal and mail before offer expires on 5/31/87. No purchase necessary. No official rules for details. Sweepstakes void in Massachusetts and Michigan and where otherwise prohibited. Limited to residents 21 years of age or older.

9999999999999999
Sample A. Sample
123 Main Street
Anytown, US 12345-1234

Please make any address corrections below:

Mr.☐ Mrs.☐ Ms.☐ Miss☐ Ms.☐

Address _____ Apt. # _____

City _____ State _____ ZIP _____

By entering this sweepstakes and signing below, I certify I am a smoker 21 years of age or older. I have read and understand the Official Rules. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature X _____

Date of Birth _____ Today's Date _____

Offer limited to residents 21 years of age or older. Copies of order form will not be accepted. Offer good only in the U.S.A. Offer void in Vermont and where otherwise prohibited by law. Void where taxed or restricted by law. Offer subject to all federal, state and local laws and regulations. Subject to cancellation without notice. Offer subject to terms and conditions of Philip Morris and its advertising agencies. Postage may be required for delivery of certain items. Please check with your post office to ensure you're afforded proper postage. Please allow 6-8 weeks for delivery. Limit one order per household.

Name _____ Phone Number ( ) _____

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1. What is your regular brand of cigarettes – that is, the brand you smoke most often?
Brand Name? _____

2. Do you buy cigarettes by the carton?
(By "carton," I mean a standard 200-cigarette carton.)
☐ Yes ☐ No

3a. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 120's
☐ 100's

3b. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

3c. Is your regular brand...? (Check one.)
☐ Hard Pack ☐ Crush-proof box
☐ Flip-Top Box ☐ Soft/Roll-to-Flip
☐ Other

3d. Do you buy...? (Check one.)
☐ Pack ☐ Carton ☐ Both Ways

4. How long have you smoked this brand?
☐ Less than 1 year ☐ 3 to 5 years
☐ 1 to 2 years ☐ Over 5 years
☐ 2 to 3 years

5. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one.)
☐ Go to another store to buy my regular brand
☐ Buy another type or length of my regular brand
☐ Wait until the store has my regular brand
☐ Buy a different brand entirely

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)
☐ I use almost any cigarette coupon I get.
☐ I use coupons only for the type of cigarettes I smoke, if they are for my regular brand.
☐ I rarely use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

7. What, if any, was your previous brand?
Brand Name? _____

8. How often do you use special on-sale cigarette offers, such as a free gift with purchase, a 2-for-1, or a price reduction?
☐ Frequently ☐ Occasionally ☐ Never

9. Please fill in the brands of cigarettes you've smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton=10 packs.)

Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____

10. Which other brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Kool	☐ True	☐ Vantage
☐ Basic	☐ Marlboro	☐ Vantage	☐ Virginia
☐ Benson & Hedges	☐ Merit	☐ Ultra	☐ Slims
☐ Camel	☐ Misty	☐ Vantage	☐ Winston
☐ Cambridge	☐ Newport	☐ Ultra	☐ Winston
☐ Capri	☐ Now	☐ Vantage	☐ Lights
☐ Carlton	☐ Parliament	☐ Vantage	☐ Ultra
☐ Doral	☐ Salem	☐ Now	☐ Winston
☐ Eve	☐ Salem	☐ Ultra	☐ Ultra
☐ GPC	☐ Kool	☐ Vantage	☐ Winston
☐ Kent	☐ Vantage	☐ Ultra	☐ Winston

11. Which of the following best describes you? (Check one.)
☐ Caucasian ☐ Asian
☐ African-American ☐ American Indian
☐ Hispanic ☐ Other

Source: https://www.industrydocuments.ucsf.edu/docs/2061098330